

MANAGING SYSTEMS ANALYSIS AND DESIGN

..... is a two day seminar describing a structured approach, and the advantages of such an approach, to the challenge of effectively managing system development and systems implementation activities. This approach integrates the systems development process into the entire systems management process — from the point of identifying and selecting the right project to the installation of completed computer systems. The emphasis throughout is on user and management participation in the systems process. The seminar is based on the concepts incorporated in Touche Ross' Systems Management Series, a structured approach to the Systems process.

Since this seminar is directed to managing systems activities, those attending should have specific interest in management functions. Managers of business systems groups and project leaders of computer systems projects would have a major interest in the seminar. The seminar will also be of considerable interest to data processing managers and to programming managers.

INSTRUCTORS

IRWIN T. DAVID is a partner in Management Services in the Chicago office of Touche Ross and Co. Mr. David has participated in development of the management techniques which will be discussed at the seminar. He has also been responsible for a number of consulting engagements utilizing these techniques in government and in industry. Mr. David received his M.S. in Industrial Administration from Carnegie Institute of Technology and a B.S. in Chemistry from the University of Illinois.

JUD BRESLIN is manager in charge of management services activities in the Washington, D. C. office of Touche Ross & Co. Mr. Breslin has participated in and been responsible for a number of major projects with government clients. He has also applied these systems management techniques to many data processing installations. Mr. Breslin received his M.B.A. from the University of Pennsylvania and his B.A. in Political Science from Colgate University.

The seminar will be given from 9 a.m. — 5 p.m. at the following location:

January 22-23, 1970 Marriott Twin Bridges
Motor Hotel
U.S. 1 at Twin Bridges
Arlington, Va.
(Washington, D. C. area)
Tel: (202) 628-4200

SEMINAR OUTLINE

Registration and coffee at 8:30 a.m.

- I. **Major Elements of Effective Systems Management**
- II. **Importance of the Structured Approach to Systems Development**
- III. **Elements of Effective Project Planning and Management Control**
- IV. **Preparing the Initial Project Plan: The Project Planning Process**
 - A. Description of the project
 - B. Initial estimates of effort
 - C. Manning and scheduling
- V. **What the User Has to Have: Definition of User Requirements**
 - A. Present system
 - B. New System
 - C. Control of the process
- VI. **Precise Communication Between Analyst and Programmer: Program Specifications**
- VII. **Getting the System "On the Air" — Identifying Implementation Tasks**
 - A. Check lists of actions
 - B. Assignment of responsibilities and due dates
 - C. Basis for monitoring and control
 - D. Review of case study materials of implementing planning phase
- VIII. **Training Users — The Oft Forgotten Step**
 - A. The need for control of user training
 - B. User training concurrent with computer programming
- IX. **Testing the System as a System — "Make it Fail"**
 - A. Defining responsibilities of the systems organization, the programming organization, and the user organizations in the systems test phase
 - B. Controlling the systems test
- X. **Assuring the Quality of the Product**
 - A. Role of a structured approach
 - B. User involvement
 - C. Technical review points
 - D. Interface with programming
 - E. Measurement of results
 - F. Maintenance considerations
 - G. Quality vs. cost questions
- XI. **Managing and Controlling the Systems Project**

Complete the attached form and return to:

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January 22-23, 1970			
NAME (Please print or type)	Seminar fee (Must accompany form)		
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seminar

Managing Systems Analysis & Design

Thursday-Friday,
January 22-23, 1970

Marriott Twin Bridges Motor Hotel
Arlington, Va. (Washington, D. C. Area)

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This program is sponsored by the ACM Professional Development Committee, Richard G. Canning, Chairman. For additional information on this and other seminar programs, contact:

Director of Education,
Association for Computing Machinery
1133 Avenue of the Americas, New York, N. Y. 10036
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Registration

Enrollments for the seminar are limited. Registrations will be acknowledged by mail. Please send the attached registration form with the fee, to ACM Professional Development at least one week before the seminar.

Fee Schedule

The fee, **payable in advance**, includes luncheons, refreshments, and all course materials. Refund deadline is three days before the seminar.

ACM Members\$100.00

Non-member employees of

ACM Corporate members\$130.00

In order to qualify for this rate, registrants must be employed by an Institutional member of ACM, (not a government agency). A list of Institutional members is available on request.

Other non-members\$165.00

Non-members may apply \$20 of the surcharge toward the annual \$25 ACM membership dues.

ACM Student members\$ 35.00

Acceptance of registrations at student rates depends upon availability of space.

Time

Seminar will be held from 9 a.m. to 5 p.m. Registration and coffee at 8:30 a.m.

Hotel Accommodations

Accommodations are not included in the registration fee. Room reservations should be made by writing directly to the seminar hotel. In your reservation request please mention that you are attending the ACM Seminar.